MANCHESTER CITY COUNCIL

Town & Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Refusal of Advertisement Consent

Part 1 – Particulars of the application

Proposal:

Installation of wall mounted digital LED display unit.

Location:

Advertising Right 245 Princess Road Manchester M14 7LT

Application reference:

PLA-2026-001627

Applicant:

Mr Steve Staley Vision Digital Solution Ltd

Date of application:

11 September 2026

Part 2 – Particulars of decision

Manchester City Council gives notice that the advertisement(s) referred to in Part 1 are **refused** in accordance with the application and plans submitted for the reasons listed below.

Reason(s) for decision

1) The proposed advertisement display and associated structure, by reason of its substantial scale and massing, elevated position, illuminated digital LED display and inappropriate siting in a prominent and visually exposed location adjacent to Princess Road and nearby residential properties, would form an unduly dominant, overbearing and visually obtrusive feature within the street scene. The proposal would introduce additional illuminated visual clutter, to the detriment of the character and appearance of the host building, street scene, and visual amenity of the surrounding area. The proposal is therefore contrary to saved policy DC15 of the Unitary Development Plan for the City of Manchester, policies SP1 and DM1 of the Manchester Core Strategy, policy JP-P1 of Places for Everyone and the relevant provisions of the National Planning Policy Framework.

Date: 28 October 2026

Signed:

Julie Roscoe
Director of Planning, Building Control & Licensing

Manchester City Council, P O Box 532, Town Hall, Manchester M60 2LA

Notes

1. This decision refers only to that required under the Town and Country (Control of Advertisements) (England) Regulations 2007 (as amended) does not include any consent or approval under any other enactment, byelaw, order or regulation.

1. If the applicant is aggrieved by the decision of the local planning authority to refuse consent, or to grant consent subject to conditions, they may appeal to the Secretary of State in accordance with section 78 and 79 of the Act as amended by the Regulations within eight weeks of the date of the notice of the decision.

   The Planning Inspectorate have introduced an online appeals service that can be used to make appeals online. This service is available through the gov.uk website – www.gov.uk/appeal-decision-consent-display-advertisement. The Inspectorate will publish details of your appeal on the internet. Alternatively, if you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.